

California Management Review – Open Call for Papers

Special Issue: Entrepreneurialism Beyond Borders – The Societal Influence of Entrepreneurial Ideology

Submission Deadline: March 31, 2026

Guest Editors: *Robert Eberhart**, *Michael Lounsbury*, *Violina Rindova*

**Corresponding Guest Editor*

Framing and Rationale:

Over the past few decades, entrepreneurialism has taken on a much broader role than launching startups or driving innovation strategies (Eberhart, Barley, & Nelson, 2022). Once on the margins of mainstream economic and social thought, it now shapes how success, agency, and value are defined across fields like education, healthcare, finance, international development, and public policy. This rise has unfolded alongside widening wealth inequality (Piketty, 2021), the weakening of collective institutions (Putnam & Garrett, 2021), and the spread of market-driven policies that equate citizenship with consumption and freedom with individual enterprise (Schor, 2021). As Bromley, Meyer, and Jia (2022) point out, entrepreneurialism now functions as a global cultural template—shaping how organizations behave even when actual entrepreneurial results are scarce. It is this symbolic influence, more than its material outcomes, that warrants closer examination (Lounsbury & Glynn, 2019).

Recent research has begun to reverse the analytic arrow, shifting attention from how institutions enable entrepreneurship to how entrepreneurialism reconstitutes institutions, identities, and social orders (Eberhart, Lounsbury, & Aldrich, 2022; Jennings, Hannigan, & Jennings, 2022; Rindova, Barry, & Ketchen, 2009; Rindova, Srinivas, & Martins, 2022). Entrepreneurial ideology recasts precarious work as empowered autonomy, restructuring employment relations around flexibility, risk, and self-enterprise (Eberhart, Barley, and Nelson 2022).

However, the popular celebration of failure as a learning opportunity often serves as a kind of comforting narrative that masks deeper structural risks and shifts responsibility for systemic inequality onto individuals. Building on this critique, Aldrich and Aldrich (in Weiss et al., 2023: 20–21) argue that entrepreneurial action is often portrayed as a solution to global crises like climate change or pandemics. Yet, the conditions needed to support meaningful, large-scale change—such as robust public infrastructure and collective coordination—are usually missing. Their work points to a troubling contradiction: the ventures most capable of delivering widespread social impact are often the ones most limited by complexity, lack of resources, and insufficient systems for collaboration.”

Moreover, the institutionalization of entrepreneurialism raises urgent political and ethical questions. Entrepreneurship now functions as a tacit political theory—one that valorizes disruption

and autonomy without adequate attention to collective outcomes or social order (Wadhwani & Tucker in Jarrodi, Byrne, & Bureau, 2020; Weiss et al., 2023: 18–19). In their view, Entrepreneurial Society 4.0 celebrates innovation while rendering invisible the “maintainers” who stabilize social systems, thus risking a hollowed-out public sphere. Complementing this, Nelson in Weiss et al. (2023: 6–7) critiques how entrepreneurship education has been reoriented toward rapid venture creation, turning students into proto-founders and reducing pedagogy to pitch preparation. He calls instead for a humanistic entrepreneurship education that prioritizes critical thinking, ethics, and the sociopolitical contexts that shape entrepreneurial possibility. In this light, the entrepreneurial turn across sectors appears less as a neutral evolution and more as a normative shift with profound implications for democratic institutions, labor rights, and civic life.

Taken together, these perspectives reveal that entrepreneurialism today functions less as a bounded economic activity and more as a potent ideology—one that reshapes how value is produced, how agency is expressed, and how legitimacy is constructed across a wide array of social fields (Bodrožić, Hartmann, & Krabbe, 2025; Gill, 2014; Hwang & Powell, 2005). Whether in the classroom, the clinic, the courtroom, or the city council, entrepreneurial ideals of disruption, risk-taking, and individual agency have been absorbed into organizational goals, professional identities, and policy paradigms (Mazzucato & Li, 2020).

Yet the broader consequences of entrepreneurialism’s spread remain unevenly studied and poorly understood. What happens when entrepreneurial thinking takes root in areas traditionally guided by principles of care, equity, or stewardship? How does it reshape social hierarchies when success and responsibility are framed through individual effort and market logic? How do marginalized groups—such as LGBTQ and Indigenous communities—navigate systemic barriers while being encouraged to “lift themselves” through entrepreneurship? And how are entrepreneurial ideas resisted, adapted, or repurposed in fields like global health, career counseling, pharmaceuticals, or public administration? These questions go beyond academic interest—they raise urgent normative and political concerns.

This special issue invites research that maps and critiques how entrepreneurialism travels across the social landscape: how it is adopted, reinterpreted, and institutionalized, and what it might take to challenge or transform its influence.

We encourage submissions from a range of disciplines including management, sociology, political economy, organization theory, public health, and science & technology studies.

Submissions may address (but are not limited to):

- **Entrepreneurialism and the Political Realm:**
How entrepreneurial discourse, practices, and ideals shape political institutions, citizenship, public policy, and governance—e.g., startup logics in government, entrepreneurial freedom as political virtue, or the use of entrepreneurship to displace social welfare models.

- **Entrepreneurialism in Professional Domains:**
How entrepreneurial thinking reshapes healthcare, education, law, and public service.
- **Emancipatory Entrepreneurship:**
How barriers are overcome by marginalized groups to enable entrepreneurial success and the creation of positive identities and better lives.
- **Gig Work and Labor Market Transformation:**
Entrepreneurial rhetoric in the legitimization of platform economies and precarity.
- **Entrepreneurship, Work, and Career Pathways:**
How entrepreneurial ideology reshapes employment expectations, labor advising, and the normalization of entrepreneurial careers—especially in guidance given to graduates.
- **Pharmaceuticals, Biotech, and Medical Entrepreneurship:**
Innovation vs. access, and how entrepreneurial logic shapes drug development and health equity.
- **Entrepreneurial Ecosystems as Contested Spaces:**
Power, exclusion, and inequality in startup culture, accelerators, and venture capital.
- **Global Development and “Entrepreneurial Citizenship”:**
The rise of entrepreneurship as a policy tool in international aid, economic development, and refugee policy.
- **Entrepreneurship Education Under Epistemic Uncertainty:**
The risks and consequences of promoting entrepreneurship education when we have limited consensus about what entrepreneurial processes entail, especially in formative educational stages.
- **Entrepreneurialism and the Aestheticization of Action:**
How entrepreneurship imposes a positive valence on action, initiative, and disruption, transforming social activity into signs of value regardless of consequences or results.
- **Symbolic and Discursive Entrepreneurship:**
Entrepreneurship as identity work, consumption, and lifestyle branding.
- **Failures and Misconduct in Entrepreneurial Ventures:**
Organizational structures, incentives, and the dark side of entrepreneurial culture.
- **Orders of Worth and Value Pluralism in Entrepreneurship:**
Moral, civic, and inspired logics in alternative entrepreneurial models.

Key Research Questions:

- How does entrepreneurial ideology reshape professional norms, ethics, and governance?
- What institutional mechanisms facilitate the diffusion of entrepreneurial discourse across domains?
- When and how do actors resist or repurpose entrepreneurial ideology for collective or emancipatory ends?
- In what ways does entrepreneurialism intersect with existing inequalities in race, gender, and class?
- What are the long-term consequences of entrepreneurialism on public trust, organizational integrity, and social cohesion?

Submission Process & Timeline

Please review this section carefully. We welcome submissions from any disciplinary or methodological background. California Management Review publishes evidence-based articles that offer actionable insights for practicing managers while advancing theory. All submissions will undergo rigorous double-blind peer review, and successful manuscripts frequently:

- Employ rigorous qualitative, quantitative, mixed, or innovative methods
- Integrate cross-disciplinary perspectives
- Provide clear prescriptions for executives, boards, policymakers, and other stakeholders
- Communicate in an engaging, accessible style consistent with CMR standards (see the submission guidelines at <https://cmr.berkeley.edu/resources/submit/>)
- Feature rich case studies
- Present practically relevant frameworks

Initial Submission: Full papers (5,000–8,000 words, double-spaced, 12-point font) are due March 31, 2026. Submit your manuscript to CMR’s Online Submission Portal <<https://mc.manuscriptcentral.com/uc-cmr>> and include a one-page cover letter that summarizes:

- Author information
- Purpose and research question
- Alignment with the special-issue theme
- Managerial and scholarly relevance
- Intended contribution and impact

Sample CMR articles: <<https://cmr.berkeley.edu/resources/sample-articles/>>

Editorial Screening: The guest editors will review all submissions and select approximately twelve papers with the greatest potential for high impact. Authors of these papers will receive an invitation to upload their revised manuscript to the CMR online portal by December 15, 2025.

Peer Review: Invited papers will undergo CMR’s formal double-blind review process. Final publication decisions rest with the CMR Editorial Team.

Questions: Authors may submit questions for the Guest Editors to: reberhart@sandiego.edu

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